

NGNGV

Internal

Communication and Outreach Plan





Program Goal

By 2004, produce prototypes of one class 3-6 CNG vehicle and one class 7-8 LNG vehicle that are technically and commercially viable relative to diesel counterpart.

Definition of **Audience** - the potential customers and the stakeholders. *Stakeholders* are key industry representatives of:

- Chassis and engine OEMs
- Vehicle and fuel system component suppliers
- National labs
- Government
- NG fuel distributors and industry



Program Objective

1. Build audience support and increase public awareness and support.

Communication Strategies (Internal)

Provide information to familiarize the audience and public with the Program, its applications, availability and benefits. Information will

- * Be easily accessible.
- * Provide that, by 2004, customer will know how, be able to, and want to order a vehicle.

- Establish and maintain a web site to ensure wide distribution of information.
- Publish articles in trade publications and journals (on-line and general)
- Design communication products for dissemination (electronic and general) including brochure, fact sheet, press releases/letter to editor...
- Design Program identifiers (e.g. logo, tag line) and establish identifiers on communication products.



Program Objective (Cont.)

1. Build audience support and increase public awareness and support for the Program.

Communication Strategies

Foster internal communications among the VWG and the Hub Leadership group.

Provide communication products to both Groups to enable them to be advocates for the Program, and give them clear evidence of success for themselves and their bosses.

- Periodically **provide status updates** to the VWG and Hub Leadership group via e-mail and web site ("what's new" button)
- Hold quarterly meetings with the VWG and Hub Leadership group.
- Design communications products for dissemination (electronic and general) including brochure, fact sheet, press releases/letter to editor...



Program Objective (Cont.)

1. Build audience support and increase public awareness and support for the Program.

Communication Strategy

Maintain expertise to enable analysis of various issues affecting the Program.

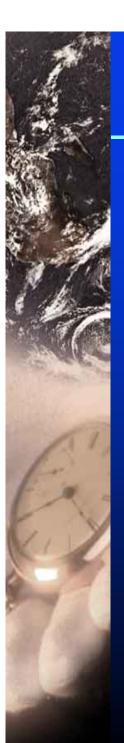
Communication Tool

• Periodically provide the audience with **analysis of issues** likely to affect the NGNGV program.

Communication Strategy

Create feedback mechanisms for audience and public to provide input and feedback on the Program.

- Maintain Web site "tell us what you think" page.
- **Disseminate survey(s)** to obtain input and feedback on products and Program, and to measure product usefulness.



Program Objective

2. Develop technology for prototype vehicles

Communication Strategy

Maintain technical expertise to enable analysis of various technical issues affecting the Program, and provide feedback to the audience.

- Assist in coordinating each round of technology initiatives.
- Publish articles in trade journals (on-line and general)



Program Objective

3. Coordinate enhancement of the fueling and maintenance infrastructure.

Communication Strategy

Develop necessary materials for the fueling and maintenance infrastructure stakeholders.

Communication Tool

 Target communication products and provide training specific to the fueling and maintenance infrastructure stakeholders.